

**Training Leaders Guide to Building the  
Training Video Strategy That Delivers the Highest ROI**

**Where to start?  
How to prioritize your video creation?**

# **VIDEO STRATEGY PLAY BOOK**

**Fill out the format and prioritize with confidence**



**AMAN DEEP DUBEY**

**CHIEF LEARNING STRATEGIST**



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**Contact: [amandeepdubey@learntech.in](mailto:amandeepdubey@learntech.in)**

## Getting Started!

Now you are excited about using videos in training for your audience so how do you move forward??

Video development projects are time-taking and need to be meticulously planned. Steps below will help you to get started.

### Look at videos available with the organization

Chances are there could be some videos that were recorded earlier that you may get your hands to, working with those videos to repurpose and make them available will be the best strategy to gain management favour and get some good reviews from the employees without too much investment

Here are some things you are likely to find and you can create magic with them.

#### 1. Videos of talks from founder / MD / Senior Leaders

- Get hold of those videos
- Improve audio
- Create chapter markers for important parts discussed
- Ready to serve to your audience

#### 2. Photographs from events

- Create a slideshow
- Make it fun and interesting with annotation use it to show culture and people of the organization to New Hires and Customers

## Identify Top Video Subjects

Please fill out the important ideas that you can think:

1. Company Profile / Culture of Your Company / Mission / Vision / History / Achievements

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2. Laws Regulations & Compliance

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3. Safety Videos - ( Good behavior Demonstration Videos )

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4. Technical Training / Application training

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5. Domain Training

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6. Process Training

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7. Soft Skills Videos

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## Prioritize Your Video Creation

Fill out this format step wise to get the priority of videos that will deliver highest ROI

Step 1	Step 2	Step 3	Step 4	Step 5
List	Watchers	Frequency	Importance	Score
List all videos you can think of that you would like to produce as part of your video strategy	Estimate the number of people who will be required to watch the video	Estimate the frequency that they can refer to this video	Estimate how important is this problem you are trying to solve through videos to the management (give it rating of 1-9, 9 being most important- something that management is actively looking to solve in the company	Multiply the 3 columns and get a final score. There you go..you have the priority of videos worked out.

# Book Free Consultation

## AMAN DEEP DUBEY

Learning Futurist & Leadership Coach

“ I will Help you achieve **Business Impact** with **Breakthrough Learning**.

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